



Search Marketing 2008



Background

For some, search marketing has come out of nowhere and become a multi-billion dollar business. During the dot-com crash of 2,000–2,001, advertising-based business models were deemed to be insufficient for a business to survey. Fast forward seven years and much of that thinking has changed for a handful of companies. Online marketing is a new frontier for many companies and poses a significant challenge to maximize its effectiveness.

Use of the search engine has almost become as ubiquitous as email. Ultimately all of the advertising dollars that are spent on the Internet has to generate a return of some fashion. Search Marketing 2008 takes an in-depth look at the awareness and satisfaction of specific search engines, the impact of paid advertising, conversion rates for specific activities, and the general public's attitudes toward search engines.

Some search engines get used a lot. In addition, for many online Canadians a search engine is the primary starting point for their Internet experience. Understanding the who, why, what, when and where of Search Marketing can be a critical success factor for those businesses with a web presence.

This is the first year that *The Ipsos Canadian Inter@ctive Reid Report* has looked at search marketing.

Search Marketing 2008

A total of 2,711 online interviews were conducted among a cross-section of Internet panelists. Ipsos Reid is the only research company in Canada to have a fully staged, randomly selected representative sample of 185,000 Internet users across the country. The results are accurate to within $\pm 1.9\%$, 19 times out of 20.

In the report we take an in-depth look at the following areas:

- Unaided/aided search engine awareness
- Search engine impression
- Search engine recommendation
- Search frequency of usage
- Primary search engine
- Main reason for using primary search engine
- Clicked on ads in search results
- Clicked on ads even though regular search results appear below
- Conversion rates
- Search engine attitudes
- Impact of Microsoft/Google purchasing Yahoo!

Internet Access and Profiles Section

In addition, subscribers will also receive the demographic profile of online Canadians, giving them a clear understanding of who is online in Canada and adding valuable context to the results of the research.

This snapshot of our Access and Profiles section will give you a clear understanding of who online Canadians are by looking at the demographic breakdown of the Internet population by age, income, gender, region, household type, and Internet skill level.

About The Ipsos Canadian Inter@ctive Reid Report

The Ipsos Canadian Inter@ctive Reid Report was developed by Ipsos Reid to monitor Canadian Internet behaviours and attitudes in order to provide subscribers with the most authoritative, comprehensive and up-to-date information about the Web that is available. Our study is not simple measurement figures. Rather, it is the who, what, why, where, when and how of Canadians and the Internet. Whether you are in the high-tech sector, a traditional consumer company, or a social marketer, the information provided in this report will keep you up to date on what Canadians are doing online and why.

To obtain further information on the full version of this report, please visit:

www.ipsos-reid.com/IREID.cfm



Ipsos Reid

Order Form

Search Marketing 2008:

To order this Special Feature of *The Ipsos Canadian Inter@ctive Reid Report*, simply fill out the form and fax back to Ipsos Reid, or complete it online at www.ipsos-reid.com/inside/cirr.cfm

This Special Feature is available now for the price of \$750 per hard copy. If you wish to purchase multiple copies to distribute within your organization, we will provide five hard copies and an electronic (PDF) version for the price of \$1,500.

Order Options

- # _____ individual *Search Marketing 2008* hard copies @ \$750 each.
- Five hard copies of *Search Marketing 2008* and an electronic (PDF) version for unlimited internal distribution for \$1,500.

Ipsos Reid

Attention: **Mark Laver**
Associate Vice President
Fax: 403.294.1535
Tel: 403.294.7393
Email: mark.laver@ipsos.com

Name: _____	Title: _____
Company: _____	
Mailing Address: _____	
Country: _____	Postal/Zip Code: _____
Phone: _____	Fax: _____
Email: _____	Approval Signature: _____

The contents of this study constitute the sole and exclusive property of Ipsos Reid Corporation and Ipsos Reid retains all rights, title and interests in connection with this study. The contents of this study and its deliverables may be used only for internal use and may not be delivered or disclosed to any third party nor published in the public domain without prior written consent of Ipsos Reid Corporation.